

ORDER



WKYC

Orders	Order / Rev:	<u>698887</u>	
	Alt Order #:	<u>06224666</u>	
	Product Desc:	<u>AMERICAN CROSSROADS</u>	
	Estimate:	<u>690</u>	
	Flight Dates:	<u>09/04/12 - 09/14/12</u>	
	Original Date / Rev:	<u>09/24/12 / 09/24/12</u>	
	Order Type:	<u>Political</u>	
			WKYC
			<u>Joe Knauer</u>
			<u>T-WAS</u>
			<u>NAT</u>
Agency	Name:	<u>Crossroads Media/ POL</u>	
	Buying Contact:	<u>Amber Blondin</u>	
	Billing Contact:	<u>66 Canal Center Plaza Suite 500</u>	
		<u>Alexandria, VA 22314</u>	
			Billing Type:
			<u>Cash</u>
			Billing Calendar:
			<u>Broadcast</u>
			Billing Cycle:
			<u>EOM/EOC</u>
			Agency Commission:
			<u>15%</u>
Advertiser	Name:	<u>American Crossroads</u>	
	Demographic:	<u>A25-54</u>	
	Product Codes:	<u>IS-Issue/Non</u>	
	Priority:	<u>P-3</u>	
	Revenue Codes:	<u>AGY, GEN, POL</u>	
			New Business Thru:
			<u></u>
			Order Separation:
			<u>00:15:00</u>
			Advertiser External ID:
			<u></u>
			Agency External ID:
			<u></u>

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/14/12	30	\$38,200.00	\$32,470.00	September 2012	30	\$38,200.00	\$32,470.00	0.00
					Totals	30	\$38,200.00	\$32,470.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer	North America	North America	Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/07/12	09/07/12	M-F	4-5p	CM	4p-5p	-----F--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/03/12		09/09/12		-----F--		1		\$750.00	0.00							
2	WKYC	09/07/12	09/07/12	M-F	5-6a	CM	5a-6a	-----F--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/03/12		09/09/12		-----F--		1		\$650.00	0.00							
3	WKYC	09/10/12	09/10/12	LN	(M-Su)	CM	11P-1135P	M-----	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/10/12		09/16/12		M-----		1		\$2,400.00	0.00							
4	WKYC	09/10/12	09/10/12	M-F	4-5p	CM	4p-5p	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/10/12		09/16/12		M-----		1		\$750.00	0.00							
5	WKYC	09/10/12	09/10/12	M-F	5-6a	CM	5a-6a	M-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/10/12		09/16/12		M-----		1		\$650.00	0.00							

Order / Rev: 698887
Alt Order #: 06224666
Flight Dates: 09/04/12 - 09/14/12

Advertiser:	American Crossroads
Product Desc:	AMERICAN CROSSROADS
Estimate:	690

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	09/10/12	09/10/12	M-F	6-7a	CM	6a-7a	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS TODAY																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/10/12		09/16/12		M-----		1		\$1,200.00	0.00							
7	WKYC	09/08/12	09/08/12	SAT	TDY	CM	7a-9a	-----S-	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE SAT TODAY																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/03/12		09/09/12		-----S-		1		\$1,400.00	0.00							
8	WKYC	09/09/12	09/09/12	Post NFL News		CM	Various	-----S	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE LATE NEWS (FOLLOWING NFL)																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/03/12		09/09/12		-----S		1		\$2,400.00	0.00							
9	WKYC	09/09/12	09/09/12	SUN	TDY	CM	8a-9a	-----S	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE SUN TODAY																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/03/12		09/09/12		-----S		1		\$1,600.00	0.00							
10	WKYC	09/06/12	09/13/12	M-F	11-1135p	CM	11-1135p	---T---	:30	1	\$2,400.00	P-3	0.00	NM	2	\$4,800.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/03/12		09/09/12		---T---		1		\$2,400.00	0.00							
Week: 09/10/12		09/16/12		---T---		1		\$2,400.00	0.00							
11	WKYC	09/06/12	09/13/12	M-F	4-5p	CM	4p-5p	---T---	:30	1	\$750.00	P-3	0.00	NM	2	\$1,500.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/03/12		09/09/12		---T---		1		\$750.00	0.00							
Week: 09/10/12		09/16/12		---T---		1		\$750.00	0.00							
12	WKYC	09/06/12	09/13/12	M-F	5-6a	CM	5a-6a	---T---	:30	1	\$650.00	P-3	0.00	NM	2	\$1,300.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/03/12		09/09/12		---T---		1		\$650.00	0.00							
Week: 09/10/12		09/16/12		---T---		1		\$650.00	0.00							
13	WKYC	09/06/12	09/06/12	M-F	6-7a	CM	6a-7a	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS Today @ 6AM																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/03/12		09/09/12		---T---		1		\$1,200.00	0.00							
14	WKYC	09/11/12	09/11/12	M-F	11-1135p	CM	11-1135p	-T-----	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/10/12		09/16/12		-T-----		1		\$2,400.00	0.00							
15	WKYC	09/11/12	09/11/12	M-F	4-5p	CM	4p-5p	-T-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/10/12		09/16/12		-T-----		1		\$750.00	0.00							
16	WKYC	09/11/12	09/11/12	M-F	5-6a	CM	5a-6a	-T-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/10/12		09/16/12		-T-----		1		\$650.00	0.00							
18	WKYC	09/05/12	09/12/12	M-F	11-1135p	CM	11-1135p	--W----	:30	1	\$2,400.00	P-3	0.00	NM	2	\$4,800.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/10/12		09/16/12		--W----		1		\$2,400.00	0.00							

Order / Rev: 698887
Alt Order #: 06224666
Flight Dates: 09/04/12 - 09/14/12

Advertiser: American Crossroads
Product Desc: AMERICAN CROSSROADS
Estimate: 690

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	WKYC	09/05/12	09/12/12	M-F 11-1135p	CM	11-1135p	--W---	:30	1	\$2,400.00	P-3	0.00	NM	2	\$4,800.00
Channel 3 News at 11p M-F															
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12 09/09/12 --W--- 1 \$2,400.00 0.00															
Week: 09/10/12 09/16/12 --W--- 1 \$2,400.00 0.00															
19	WKYC	09/05/12	09/12/12	M-F 4-5p	CM	4p-5p	--W---	:30	1	\$750.00	P-3	0.00	NM	2	\$1,500.00
Ellen Degeneres															
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12 09/09/12 --W--- 1 \$750.00 0.00															
Week: 09/10/12 09/16/12 --W--- 1 \$750.00 0.00															
20	WKYC	09/05/12	09/12/12	M-F 5-6a	CM	5a-6a	--W---	:30	1	\$650.00	P-3	0.00	NM	2	\$1,300.00
Channel 3 News @ 5AM															
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12 09/09/12 --W--- 1 \$650.00 0.00															
Week: 09/10/12 09/16/12 --W--- 1 \$650.00 0.00															
21	WKYC	09/12/12	09/12/12	M-F 6-7a	CM	6a-7a	--W---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
Channel 3 News Today @ 6AM															
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS TODAY															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 --W--- 1 \$1,200.00 0.00															
22	WKYC	09/14/12	09/14/12	M-F 11-1135p	CM	11-1135p	----F--	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
Channel 3 News at 11p M-F															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 ----F-- 1 \$2,400.00 0.00															
23	WKYC	09/14/12	09/14/12	M-F 4-5p	CM	4p-5p	----F--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
Ellen Degeneres															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 ----F-- 1 \$750.00 0.00															
24	WKYC	09/14/12	09/14/12	M-F 5-6a	CM	5a-6a	----F--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
Channel 3 News @ 5AM															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 ----F-- 1 \$650.00 0.00															
25	WKYC	09/14/12	09/14/12	M-F 6-7a	CM	6a-7a	----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
Channel 3 News Today @ 6AM															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 ----F-- 1 \$1,200.00 0.00															

Totals

30

\$38,200.00